

# KELSEA COZAD

## MARKETING EXECUTIVE

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### SUMMARY

Award-winning Social Media and Digital Marketing Leader with over 10 years of experience driving innovative brand strategies across diverse industries including retail, healthcare, insurance, housing, and food service. Proven track record of creating impactful social media campaigns, managing cross-functional teams, and delivering measurable results for national brands. Expertise in crisis communications, content creation, and strategic messaging that builds brand awareness and community engagement.

### CURRENT ROLES

#### Fractional Chief Marketing Officer CONNECTIVE HEALTH | 2024

- Grew LinkedIn following from 400 to 1,040 in 6 months, achieving 160% growth through strategic content and community engagement
- Project managed complete website redesign to enhance user experience and brand positioning
- Developed and implemented email marketing drip campaign to nurture leads and drive conversions
- Authored and published 6+ case studies showcasing client success stories and product capabilities
- Managed all partnership announcements and strategic communications to strengthen brand partnerships
- Design and execute successful paid media campaigns across multiple platforms
- Create and publish all social media content, maintaining consistent brand voice and thought leadership
- Develop internal marketing collateral to support business development and sales enablement efforts

#### Marketing and Communications Officer COLUMBUS METROPOLITAN HOUSING AUTHORITY | 2024

- Launched YouTube Shorts channel and content strategy to expand digital presence and engage younger audiences
- Grew Facebook and LinkedIn audiences by 39% in 12 months through strategic content planning and community engagement
- Managed multiple high-profile community events including the CVS Workforce Innovation and Training Center launch at Rosewind Community
- Collaborated with local and national press/media outlets to amplify housing authority initiatives and development stories
- Developed comprehensive communications strategies to enhance community engagement and stakeholder relations
- Created compelling narratives showcasing housing authority impact and resident success stories

### KEY ACHIEVEMENTS

- Brand Innovators 40 Under 40 Award Winner and Next Up 2024 Award Winner
- Featured speaker on global marketing panels and podcast guest
- Consistently achieved significant growth metrics: 400%+ YoY social media impression growth and 65%+ YoY video view growth
- Successfully led teams through organizational transitions and crisis communications

### CORE COMPETENCIES

- **Digital Marketing:** Social Media Strategy, Paid Advertising, Content Creation, Email Marketing, SEO/SEM
- **Analytics & Reporting:** Google Analytics, Social Media Analytics, Campaign Performance, ROI Analysis
- **Industry Expertise:** Healthcare Technology, Insurance/Insurtech, Retail, Restaurant/Hospitality
- **Specialized Skills:** Crisis Communication, Community Management, Influencer Partnerships, Video Content
- **Technical Proficiencies:** TikTok Marketing, Facebook Ads, LinkedIn Advertising, Marketing Automation
- **Soft Skills:** Strategic Planning, Client Relationship Management, Creative Problem-Solving, Cross-functional Collaboration

### EDUCATION

**University of Kentucky**  
English Language and Literature/Letters  
**Madison Christian School**  
High School Diploma

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### PREVIOUS EXPERIENCE

#### Senior Manager, Social Media EXPRESS | 2022 - 2024

- Led team of 4+ including two social strategists, one coordinator, and one community management contractor
- Published 11 pieces of content daily across 5 channels (TikTok, Facebook, YouTube Shorts, Instagram, and X/Twitter) for 2 years
- Achieved 400% year-over-year increase in video views during highest performing year through strategic content optimization
- Drove consistent video view growth across all platforms year-over-year through data-driven content strategies
- Developed and executed innovative content strategies for national retail brand resulting in increased brand engagement
- Specialized in TikTok Marketing, Facebook advertising, and cross-platform campaign management
- Collaborated with creative teams to produce compelling visual and video content that resonated with target audiences
- Managed community engagement and brand reputation across all social platforms

#### Manager, Corporate Communications ABERCROMBIE AND FITCH, CO | 2021 - 2022

- Managed internal communications and social media strategy for global retail brand
- Developed employee engagement campaigns and internal communication protocols
- Specialized in recruiting communications and employer brand management

#### Manager, Social Media and Digital Marketing BOLD PENGUIN | 2020 - 2021

- Managed comprehensive social media presence for insurtech startup
- Crafted and executed onboarding email marketing campaigns for new customers
- Hosted and marketed insurtech industry webinars
- Managed ABM (Account-Based Marketing) campaigns
- Developed creative TikTok content strategy resulting in viral engagement
- Skills: Insurance, Digital Marketing, Insurtech, Marketing Strategy

### RECOMMENDATIONS

"Hiring Kelsea was the best decision I've ever made. Not only is she a highly skilled social media strategist, but also an empathetic people leader and ray of positivity. Kelsea has the gift of making everyone feel valued and heard. She's the ultimate cheerleader for our brand and team."

– Lauren Foster, Brand & Community Builder

"Kelsea is the epitome of class, collaboration and boundless creativity. Working closely with her on Express' social media team taught me more in one year about the brand social media landscape than I'd previously learned in other areas of my career over five. Kelsea is a strong leader, a fearless brand champion and a meticulous strategist who relies on data while still keeping her pulse on trends."

• – Emma Bleznak, Senior Content Creator

### VOLUNTEER EXPERIENCE

#### Core Team Member - Social Media Manager Sleep in Heavenly Peace, Ohio-Hilliard Chapter | May 2022 - Present

Helped launch Ohio-Hilliard chapter and manage all social media strategy for nonprofit building beds for children in need  
Develop digital campaigns for volunteer recruitment, community engagement, and fundraising

#### Social Strategist Komen Race for the Cure | 2022

Provided pro-bono social media strategy to maximize event participation and fundraising impact

#### Treasurer, Political Action Committee Fairview Assisted Living Renewal Levy Campaign | 2025

Managed campaign finances and compliance reporting for successful levy passage supporting senior care facility